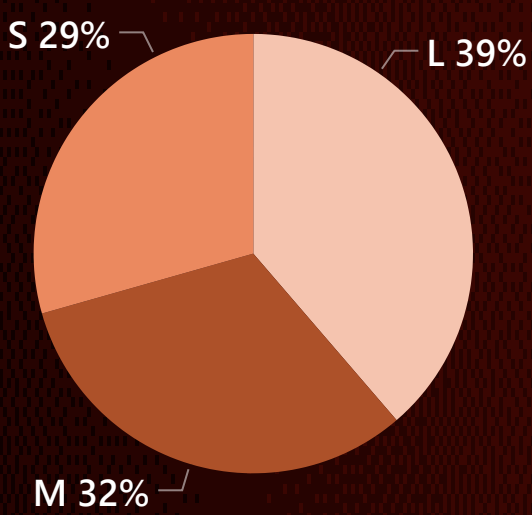
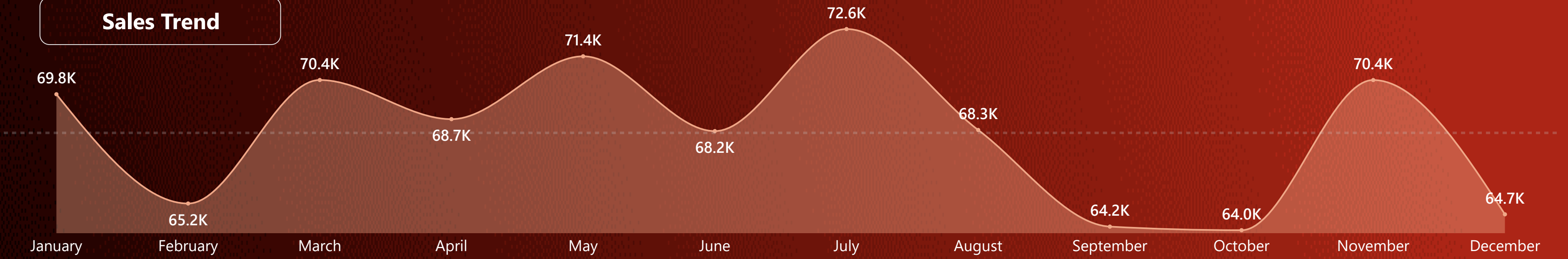


Sales Trend

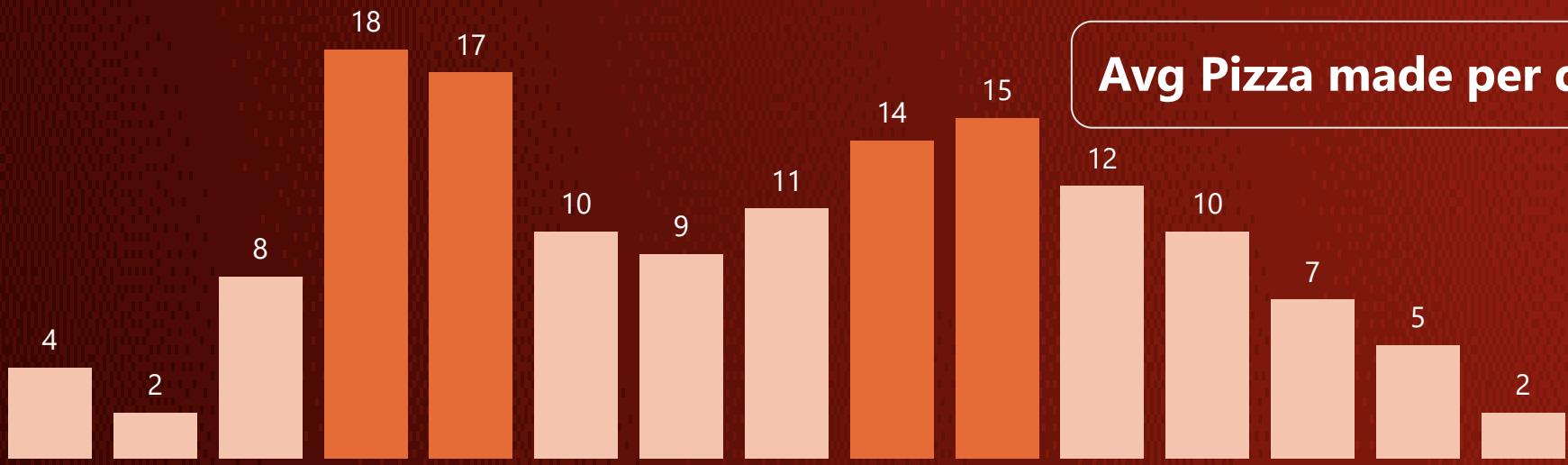


Large size pizza are preferred as they are believed to be cheaper per square inch

- Lunch time has been rush hour during weekdays.
- During weekends 5:00 PM to 7:00 PM has higher sales
- Friday is the busiest day with rush during both afternoon and dinner time

- Among Top 5 Pizza 3 are from chicken category
- 2 of Bottom 5 pizza are spinach variants
- Bottom ranked pizza either have lower sales in large pizza or doesn't have large pizza to offer
- Veggies doesn't seem to excite customers as 3 pizza from this category feature bottom 5

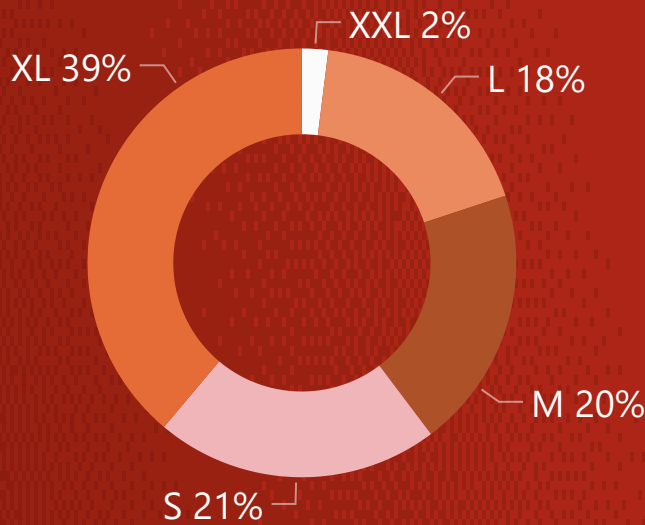
- Total orders are maximum for Classic category
- Small size pizza constitute max in classic category, thereby reducing avg order value for this category



Avg Pizza made per day



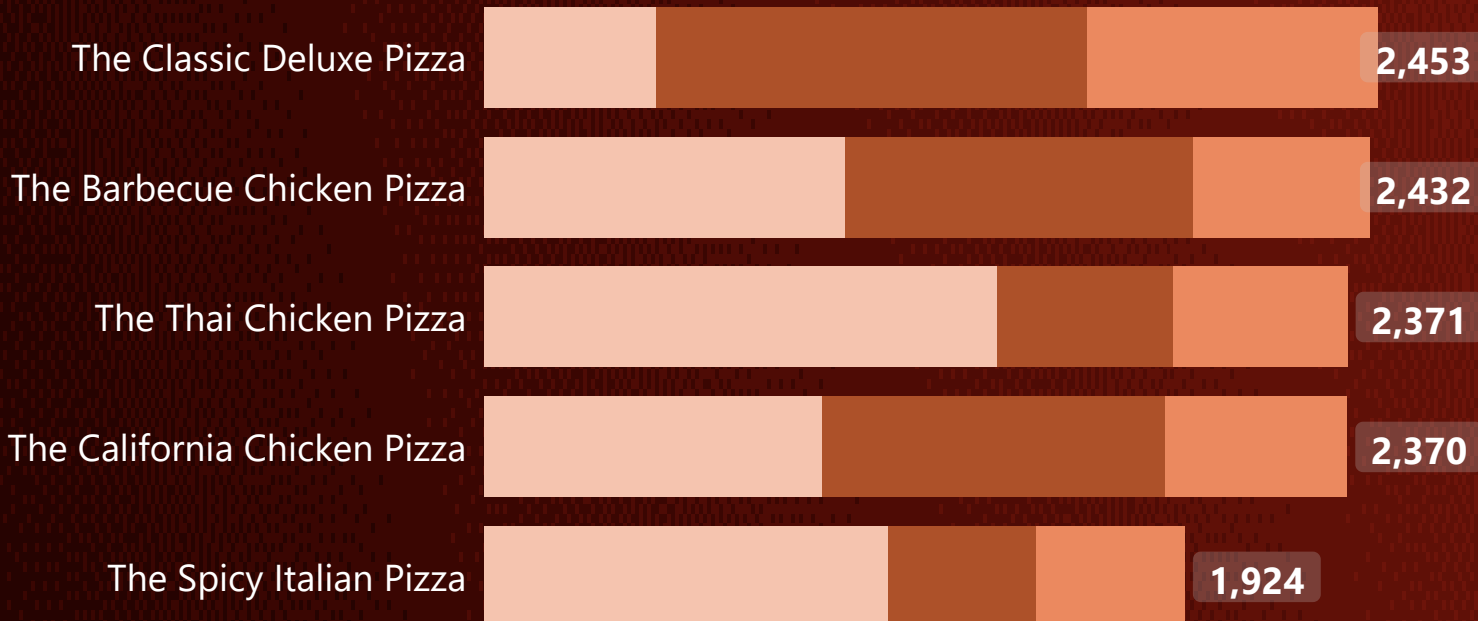
The Greek Pizza Report



- Greek Pizza is the only that offers pizza size XL and XXL
- Nearly 40% sales are for XL
- There is need to launch more pizza's in XL size.
- Especially the low performing pizza's can be launched in bigger size to boost the sales

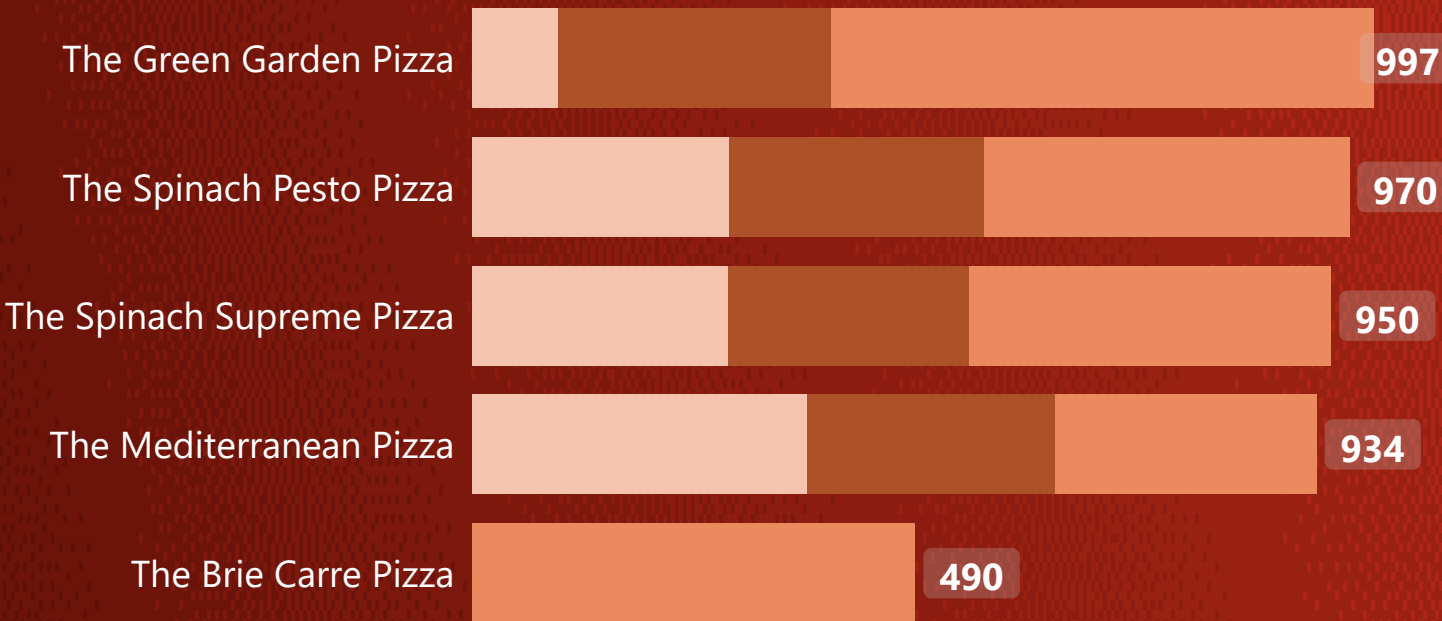
Top 5 Pizza by Sold Quantity

size ● L ● M ● S



Bottom 5 Pizza by Sold Quantity

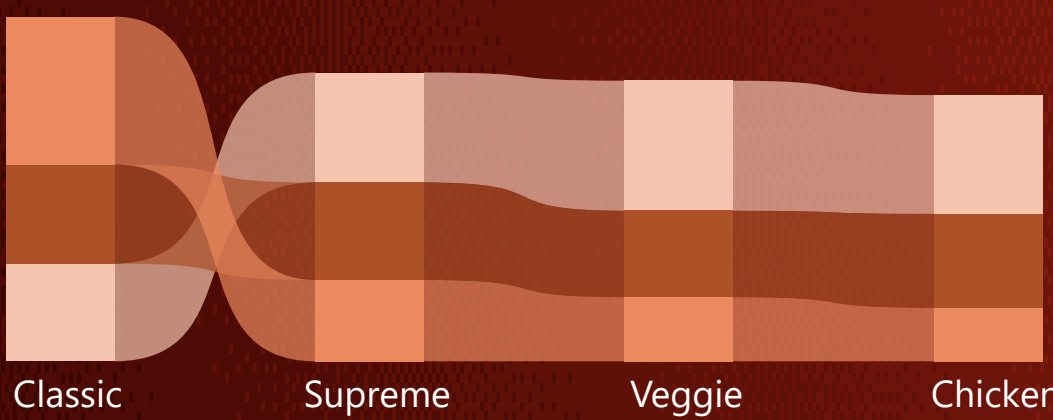
size ● L ● M ● S



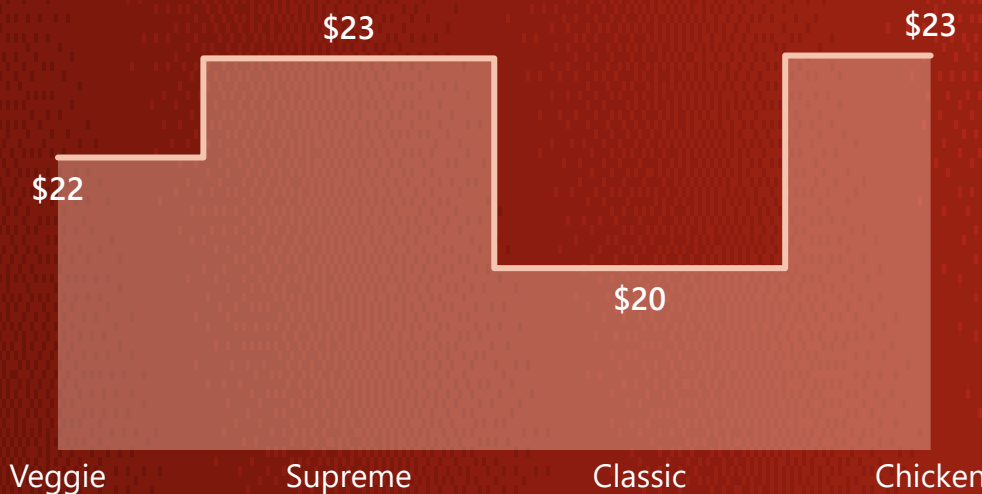
Category	Total sold quantity
Classic	14,888
Supreme	11,987
Veggie	11,649
Chicken	11,050

Quantity Sold by category/size

size ● L ● M ● S

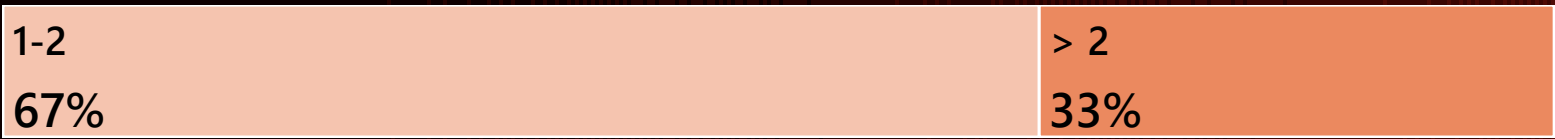


Average Order value by Category



Seating Capacity Analysis

Current Arrangement :60 seats across 15 tables (4 seats per table)



67% orders are limited to 1 or 2 seats

New Arrangement recommendation :

20 tables with 2 seats per table - (66% of existing seating capacity)
Other tables with variable seats to accommodate customers during peak hours

The need for better seat allocation as there were 626 instances where customers exceeded the seating capacity

